



Sponsorship Opportunities



DIVAS on the green

July 14, 2016
Oakfield Golf & Country Club

THE EVENT

Exclusively for women, this fundraising event is filled with incredible value, unique experiences, and lots of laughs. From massage and wine tasting, to dance lessons, yoga, culinary delights, and everything in between, Divas on the Green gives participants the ultimate day of relaxing and indulgence. And for those who come to network, it will hardly feel like work at all.



THE OPPORTUNITY

Divas on the Green is an interactive, hands-on event where sponsors have the advantage of connecting with all participants throughout the day in small groups of eight at a time. Our audience is primarily comprised of executive women between the ages of 30 and 60. It is truly a unique opportunity to acquaint an engaged, enthusiastic group of close to 100 women with your brand.



THE IMPACT

Living in poverty with the constant struggle of putting enough food on the table is an all-consuming existence for thousands of Nova Scotians. Last year, Divas on the Green raised over \$25,000 to help ensure families in our province can access nutritious food in their time of need. Every \$2 raised means we can distribute 3 meals. And this means we can continue to stock the shelves and refrigerators of our network of 147 member food banks, shelters, and soup kitchens between Amherst and Halifax, Sydney and Yarmouth.

SPONSORSHIP DETAILS

Divas on the Green is a great marketing opportunity for sponsors and a truly meaningful way of helping to make life better for hungry Nova Scotians. We invite you to review the following sponsorship opportunities and consider how you can get involved in this fantastic event.

SPONSORSHIP BENEFITS	Diamond Tiara Sponsor	Pink Boa Sponsor	Red Stiletto Sponsor	Little Black Dress Sponsor	Golden Experience Sponsor*
	\$7,500	\$5,000	\$2,500	\$500	\$250
Number of opportunities available	1	4	6	10	12
PRE & POST EVENT					
Event Presenting Sponsor	•				
Primary logo placement or company/brand mention: <ul style="list-style-type: none"> in all event promotions (radio, print and online marketing/advertising; invitations, tickets and emails) on event website feednovascotia.ca/divas and FEED NOVA SCOTIA's main website feednovascotia.ca/howtohelp_events.html 	•				
Opportunity to participate in promotional interviews with media sponsors (radio and print as available)	•				
Logo placement in event print advertising and email promotions		•			
Business sector exclusivity	•	•	•		
ONSITE (continued)					
Scaled recognition on event website feednovascotia.ca/divas		Logo	Logo	Name	Name
First right of refusal to sponsor event in 2017	•	•	•		

SUMMARY OF BENEFITS	Diamond Tiara Sponsor	Pink Boa Sponsor	Red Stiletto Sponsor	Little Black Dress Sponsor	Golden Experience Sponsor*
	\$7,500	\$5,000	\$2,500	\$500	\$250
ONSITE					
Primary logo placement on all event sponsorship signage	•				
Exclusive logo placement on all golf carts (approximately 48)	•				
Vault key raffle or alternate prize draw – branding/recognition	•				
Recognized as one of the following, with primary signage at the respective portion of the event: <ul style="list-style-type: none"> • Welcome Reception Sponsor • Swag Bag Sponsor • Cocktail Reception Sponsor • Dinner Entertainment Sponsor 		•			
Opportunity to interact with Divas as an honorary caddy; plus an invitation to attend the cocktail reception and dinner (in-kind sponsors are limited to honorary caddy and reception)				•	
Scaled logo placement on all event signage		•	•	Name	Name
Recognition in event program	Full page ad	¾ page ad	½ page ad	Name	Name
PRODUCT EXPOSURE & SPEAKING OPPORTUNITIES					
Opportunity for branded gift or promo item at registration desk and/or dinner table/seating	•				
Opportunity to speak at dinner	•				
Opportunity to present prizes to raffle winners at dinner	•				
Opportunity to offer Divas branded product sampling/giveaways during one of the following (as appropriate): Welcome Reception, Swag Bag or hole experience, Cocktail Reception or Dinner		•			
Bonus prize/draw presentation opportunity			•		
Experience at one hole – opportunity to offer Divas branded product sampling/giveaways at designated hole					•
REGISTRATION & OTHER BENEFITS					
Complimentary event registration	8 Divas	4 Divas	2 Divas		
Opportunity to customize benefits to meet corporate objectives and interests	•	•			

Join us for Divas on the Green 2016

To discuss sponsorship, contact:
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